

3–4.9.2020

## Helsinki Ethics 2020 Conference

*Ethical Issues in Communication, PR and the Media*

### Conference Patron

President of the Republic of Finland, **Sauli Niinistö**

There has been growing academic and public discussion on organizational PR & communication ethics in the recent years. At the same time the debate on media independence, fake news, manipulated photos and safety of journalists has increased. In this conference we discuss both these themes and aims to bring together both researchers and practitioners, and journalists and communication professionals alike to share knowledge.

### Helsinki Ethics Conference aims to

- organize the first international conference with media researchers and practitioners
- share knowledge (research results) of issues in PR and media ethics (and ethics of public communication)
- initiate discussion about ethical problems and the importance of the ethical dimension of communication management in the professional field
- improve how the ethical issues, conflicts, ethical abuse, etc. are dealt in the professional field
- formulate an (international and short) "manifest" to give some impulses to the professional field worldwide

The Communication, PR and Media Ethics Conference is organized by ProCom – The Finnish Association of Communication Professionals in partnership with the Councils of Ethics for Communication and PR (Finland, Germany, Austria) and ICCO – The International Communications Consultancy Organization.

The Program Committee of the conference includes several international experts: Chair: ProCom's CEO, Dr. Elina Melgin, members including: Prof. Günter Bentele, University of Leipzig, Prof. Anne Gregory, University of Huddersfield, Dr. Henrik Rydenfelt, University of Helsinki and Christina Forsgård (ICCO, Ethics Chair).

### **Helsinki Ethics Conference goes Hybrid! - Online from anywhere in the world & on the spot in Helsinki, Finland**

This means you can now choose how to participate in the conference – live at the venue in Finland or online from anywhere in the world! Imagine the experience for you: all attendees and speakers can network and socialize with each other. Read more: <https://helsinkiethics2020.com/>.

The conference takes place in Helsinki, Finland, 3rd and 4th September 2020 in Hotel Kämp and will be viewed live online. The conference is expected to have at least 150–200 expert level participants on-site and off-site. The event will create a pool of experts, and the conference aims to initiate an international network on the ethics of communication and media.



- ProCom** Established in 1947, ProCom is one of the oldest communications associations in Europe. ProCom fosters the professional development of its nearly 3000 members and promotes the value of communication in society. Its members range from thought leaders working in strategic leadership positions of major corporations to entry-level practitioners and entrepreneurs. Anders Chydenius Freedom of Speech national award dec. 2017.
- Councils** The Councils of Ethics for Communication and PR (Finland, Austria and Germany) address ethical issues, maintain Code of Ethics and act in an advisory and/or judging role in this area.
- ICCO** The International Communications Consultancy Organization (ICCO) is the voice of public relations consultancies around the world. The ICCO membership comprises associations representing 66 countries across the globe. Members work together to raise standards of quality, address ethical issues, harmonize professional PR consultancy practice, and share knowledge.
- Collaborative Partners** At the moment the collaboration partners of the conference include Finnair, Helsingin Sanomat Foundation, T-Media, City of Helsinki, the Finnish Media Federation Finnmedia.

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## Venues



Conference:  
Hotel Kämp, Helsinki



Evening Reception:  
Mayor of Helsinki City:  
Vanha Raatihuone, Empiresali

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2.9.2020

18.30-19.30 **On-site Evening Reception, Mayor of Helsinki City**

20.00-20.30 **Virtual Evening Reception, Deputy Mayor for Education**

### 3.9.2020 Freedom of Speech in Europe

9.10 Welcoming words

9.15 Opening words

**Anna Sorainen, Moderator & Elina Melgin, CEO of ProCom**

*PhD Elina Melgin is the Managing Director of the Finnish Association of Communication Professionals, ProCom. She has previously worked at Nokia Corporation and the University of Art and Design (now known as University Aalto Arts). Melgin has more than ten years' experience working on the boards of various organisations. The works and products written and edited by Melgin have received awards in Finland and abroad. ProCom received Anders Chydenius Freedom of Speech national award 2017.*



**Moderator Anna Sorainen**

*A communications, reputation and brand strategist. Anna Sorainen is a former journalist who now combines her experience from the media and communications to serve organizations at large. She is a trusted advisor for leaders and policy makers in different areas of the society. As a strategist, Anna has specialized in responsibility issues and crisis management. She was the Chair for ProCom – The Finnish Association of Communications Professionals between 2008–2011.*



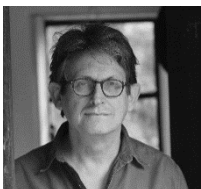
9.30

### KEYNOTE

**Democracy, Trust and European Unity**

**Alan Rusbridger, Former Editor-in-Chief of *The Guardian*, Pulitzer-winning Investigative Editor**

*Alan Rusbridger is a prime mover in the fast-changing digital revolution from both the news and news management perspectives. As Editor-in-Chief of *The Guardian* for two decades, he oversaw seminal investigative reporting into the era's most important government and private sector surveillance leaks and hacks as well as facilitated the newspaper's dramatic growth from a modest U.K. daily to the key international player in online media with offices now in the US and Australia.*



10:15

## Ethics and European Competitiveness

**Jyrki Katainen**, President of Sitra

*Jyrki Katainen has been European Commission Vice-President for Jobs, Growth, Investment and Competitiveness 2014-2019. Katainen has previously worked as Prime Minister of Finland (2011–2014), Finance Minister (2007–2011) and Member of the Finnish Parliament (1999–2014), as well as Chair of the Parliament’s Committee for the Future (2003–2007).*



11.00

Coffee break

11.30

## Developing Self-Regulation in Media Ethics

**Adeline Hulin**, Project Officer, UNESCO

*Hulin’s educational background includes PhD in Political Science from the University Paris II Panthéon Assas, MA in Journalism from the University Paris Dauphine and BA in Political Science from the Bordeaux Institut d’Etudes Politiques. She’s the author of "Statutory media self-regulation: beneficial or detrimental for media freedom" written for the European University Institute and the monograph "Autorégulation des médias en Europe: impact, perspectives et limites".*



12.00

Lunch

13.00

## Panel

### PR Landscape - Communication and PR Ethics Issues Processed by European Councils of Ethics - Learnings

**Sabine Einwiller**, University of Vienna, Austria

*Dr. Sabine Einwiller is the Professor of Public Relations Research at the University of Vienna’s Department of Communication and Head of the CCom Research Group. Einwiller has researched and published widely on topics of corporate communication and stakeholder psychology. In her research, she is mainly interested in the effects of corporate communication on their stakeholders, the management of stakeholder relationships and corporate reputation. She has also consulted on these topics for various major corporations. Einwiller is the chairman of the Austrian PR Ethics Council (Ethik-Rat für Public Relations).*



**Lars Rademacher**, Hochschule Darmstadt, Germany

*Dr. Lars Rademacher is the Professor and Program Director of the BSc in 'Online Communication' at Hochschule Darmstadt – University of Applied Sciences. Rademacher has conducted research and published on topics in public relations, organizational communication, and strategy and strategic communication. Rademacher is the chairman of German PR Council (Deutscher Rat für Public Relations).*



**Henrik Rydenfelt**, University of Helsinki, Finland

*PhD. Henrik Rydenfelt is a researcher who has concentrated on pragmatist views in philosophy of science, meta-ethics and social and political philosophy. In addition, he has conducted research and published on ethical questions in communication, journalism, social media, scientific research and technology. He has been the chairman of the Finnish PR / Communication council 2017-2019.*



14.00

## Media Freedom under Pressure – the Threats Against Independent Media and Public Service Media in Europe Today



**Cilla Benkö**, General Director, Sveriges Radio and EBU board member.

*Cilla Benkö was appointed Director General & CEO of Swedish Radio October 1, 2012. Since 2009 she held the position of Deputy Director General of Swedish Radio. Cilla Benkö has been working for Swedish Radio for almost 30 years and during this period held several senior management positions. She started at the sports department and from there went on to the newsroom at Swedish Radio, as a financial journalist. She has also worked as a freelancer in New York for Swedish commercial tv-channel TV8 and has been head of the news department at Swedish Television (SVT).*

14.30

**Kai Sauer**, Under-Secretary of State, Foreign & Security Policy, Finnish Ministry for Foreign Affairs



*Mr Kai Sauer is the Under-Secretary of State for Foreign and Security Policy at the Ministry for Foreign Affairs of Finland since June 2019. Before that, he served as the Permanent Representative of Finland to the United Nations, in New York (2014-2019). Mr Sauer has worked for the Finnish Foreign Ministry for nearly 25 years and served in Croatia, Kosovo, Austria, Indonesia and the US. He has held several senior UN positions.*

15.00

Coffee break

15.20

## KEYNOTE

### The Purpose, Framework and Challenges for Public Communication in a Digital Age



**Alex Aiken**, Executive Director of Government Communications, UK Government

*Alex Aiken is the Executive Director of Government Communications. Based in Downing Street and the Cabinet Office, Alex is the most senior communications professional in the Civil Service. His role covers government communications strategy, management of the Cabinet Office and No.10 operation and leadership of the profession. He was Director of Communications & Strategy at Westminster City Council, 2000-13. At Westminster he built a team that was recognised to be the best in local government and created a successful consultancy operation providing services to other organisations. Before joining Westminster he held senior posts at Conservative Central Office, leading the Party's Campaigns Unit from 1999-2000 and the Press Office between 1995 and 1999. He has trained politicians and officials in newly democratic states around the world in communications techniques.*

16.15

Closing words and thank you

19.00

Get Together Cocktails (on-site and online)

## Opening Words



**Kaius Niemi**, Senior Editor-in-Chief, Helsingin Sanomat

*Kaius Niemi is the Senior Editor-in-Chief of the leading Finnish newspaper Helsingin Sanomat since 2013. Kaius Niemi began his journalistic career as a television and radio reporter at the Finnish Broadcasting Company YLE in the 1990s. In Helsingin Sanomat Mr. Niemi has been working as Foreign staff writer, City Editor and Managing Editor prior of becoming Editor-in-Chief of the evening newspaper Ilta-Sanomat and online financial daily Taloussanomat.fi in 2010.*

## Helsingin Sanomat Foundation - Päivälehti Museum

*The museum presents the history of media, modern-day media and the future of media as well as the freedom of speech in Finland and in other countries.*



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*Ethical Issues in Communication, PR and the Media*

## 4.9.2020 ETHICS, DEMOCRACY, PROTECTION

9.00



Opening Words

Moderator **J-P Rantanen & Elina Melgin (tai PJ/vara-PJ)**

Moderator **J-P Rantanen, YLE**

*Senior News Presenter and Producer at the Finnish Broadcasting Company Yle. On top of anchoring flagship news bulletins, Jussi-Pekka Rantanen has worked on several other programs like concerts, opera productions, current affairs programs and TV series. Rantanen is also known for his work as a commentator of the Independence Day Reception of the President of Finland - traditionally the most watched broadcast program of the year.*

9.10



**The New World Disorder**

**Patrick Penninckx, Head of the Information Society Department, Council of Europe**

*Patrick Penninckx has spent the last 30 years of his career with the Council of Europe, contributing to the transformation processes of the Organisation and developing partnerships with international and national institutions. Currently heading the Information Society Department under the Directorate General Human Rights and the Rule of Law, Patrick coordinates standard setting and cooperation activities in the fields of media, internet governance, data protection, cybercrime and artificial intelligence. He is also responsible for projects related to public-private partnerships and cooperation with business partners. His professional focus encompasses areas such as freedom of expression, safety of journalists, sound internet governance, international standards in the data protection, action against cybercrime and the impact of AI on human rights.*

9.40

**Panel**

**Biggest Threats for Ethics in Communication:  
Companies and NGO's Role in Communication/PR Ethics**

Panelists:

Professor **Anne Gregory**, University of Huddersfield, UK  
*Data/research driven short presentations and panel discussion*



**Günter Bentele**, Professor Emeritus, University of Leipzig, Germany

*Günter Bentele is the emeritus professor of Public Relations at the Institute of Communication and Media Studies at the University of Leipzig. From 1989 to 1994 he was the Professor of Communication Studies with a focus on journalism at the University of Bamberg. Several studies in Ethics.*



**Christina Forsgård**, International Communication Consultancy Organisation, ICCO

*Christina Forsgård is the Chair of Ethical Issues in ICCO (International Communications Consultancy Organisation) from 2019, founder of Netprofile Finland, social media strategist, consultant, speaker and influencer, startup coach at Aalto University Startup Sauna, board member of Innovation Journalism Association, and the author of social media book SUHDE. Christina was nominated among TOP100 ICT Influencers in Finland in 2009. Between 2009 and 2014, Christina was the Chairman of MTL Communications Consultancies and was the Finnish representative at ICCO.*



**Jean Valin, Principal Valin Strategic Communications**

*Jean Valin is a trusted senior advisor in public relations, an author, editor and mentor. He founded Valin Strategic Communications after a 30-year career as a senior communication executive. He has advised senior officials, CEOs and ministers of the Government of Canada on communication matters throughout his career. He has led the debt of global ethics codes for Global Alliance twice, and is a frequent speaker at international conferences on the role of public relations, ethical practice, transparency in a social media connected world, artificial intelligence and automation.*

11.00 Coffee break

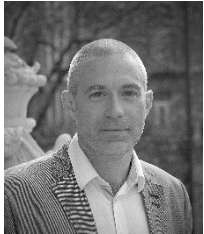
11.20 **Problematic PR and Media Cases**



**Media View**

**Magdalena Sodomkova, Awarded Free Journalist, Czech Republic**

*Magdalena Sodomkova is an investigative reporter and a freelance journalist. Her honors and awards include Milena Jesenska Journalist Award, Prix Italia – shortlisted in Radio documentary and reportage, Audiovisual reportage of the Year, Interview of the Year: shortlisted for Reportage of the Year & shortlisted for Investigative Reportage of the Year, Reportage of the Year, The Czech finalist for EU Health Prize for Journalists.*



**The Climate of the Communications Market - Media and PR market in Hungary**

**Andras Sztaniszlav, Strategic Communications Consultant, Senior Partner at PersonaR Kft, UK and Hungary**

*Sztaniszlav has lived in the UK for several years and has worked on various English and international communication projects ever since. He is the President of the Hungarian PR Association (Magyar PR Szövetség), Chairman of the international committee of the Chartered Institute of Public Relations (CIPR), member of the Council and the professional development committee. He was the first PR professional accredited from Hungary. Member of the Board of the International Communications Consultancy Organisation (ICCO).*

12.20 Lunch

13.15 **KEYNOTE**

**The future of Journalism is Constructive News**



**Ulrik Haagerup**

*Haagerup is the founder and CEO of Constructive Institute at Aarhus University with a mission of changing the global news culture. For 10 years he was the Executive Director of News at the Danish Broadcasting Corporation, Denmark's public service broadcaster. He was previously Editor-in-Chief at Nordjyske Media from 2002 to 2007. He is the author of A Good Idea – Did You Get It? (2005) and Constructive News (2014). In 2008 he was a Member of the World Economic Forum's Global Agenda Council on the Future of Journalism. His education as a journalist includes being a John S. Knight Fellow at Stanford University, in addition to furthering his education at INSEAD, IMD, the Stanford Research Institute and the Wharton Business School, University of Pennsylvania.*

14.00 **PR in the Time of Complex Disinformation in India**

**Nitin Mantri, The President of ICCO, Group CEO of Avian WE, India**



*Nitin Mantri is a dynamic leader in the world of communications. He's the Group CEO of Avian WE and the President of the International Communications Consultancy Organization (ICCO) and the Public Relations Consultants Association of India (PRCAI). He received the 'Global PR Leader of the Year' award at the 2015 ICCO Global Awards for his contribution to the PR industry.*

14.30 Coffee break

15.00

## KEYNOTE

### Freedom of Expression – Biggest Threats for Ethics and Democracy in Europe

**Artist's View Sofi Oksanen, Author**



*One of the most awarded literary authors in Scandinavia and translated into more than 40 languages, Finnish-Estonian novelist and playwright Sofi Oksanen is an icon of her field. Called a "literary phenomenon" by The Times, Oksanen has since her international breakthrough novel, Purge, proved time and again that she is a mistress of human drama, incorporating historical and contemporary issues that move the reader.*

15.40

Closing words – thank you

